

# Kent County Council

## Job Description      Digital Content Producer



<b>Job Title</b>	Digital Content Producer
<b>Directorate</b>	Strategic and Corporate Services
<b>Unit/Section</b>	Marketing and Resident Experience / People and Communications
<b>Grade</b>	KR10
<b>Responsible to</b>	Production Manager (KR12)

### Job Purpose

To design and create accurate and timely website, and other digital content, that informs, engages and influences. To manage and deliver projects that improve the user experience of the website and other digital channels. To write, create and design web content and various forms of digital online copy and assets, which drive customer journey success, user engagement and audience reach across all channels. To create positive customer and user experiences and to help achieve organisational, brand and marketing objectives. To provide expert advice to MRX and service colleagues on content-based solutions.

### Accountabilities

1. Working closely with the Senior Content Designers, design user experiences using a range of methods, based on a broad understanding of customer and business needs, as well as industry best practice. Implement and influence content design principles and optimisation across website content. Assist with the content approval process and day-to-day website editing and publishing duties.
2. Working with subject matter experts where necessary, create, develop, edit, and publish website content and copy for other digital channels - including email, social media and digital advertising - ensuring adherence to accessibility, usability, brand, style and other relevant standards.
3. Plan, conceive and produce content that promotes or explains KCC services, initiatives, processes and brands. Conduct results analyses to understand what works and why, act on it and share learnings across the team
4. Monitor and moderate KCC's main corporate social media channels and respond to posts and mentions as appropriate, escalating where required. Assist with planning, producing and scheduling content on MRX-run social media channels.
5. Develop and schedule regular resident and audience engagement activity, creating original content for digital channels including email, website and social media.
6. Work to, and prepare creative briefs, content calendars and production schedules across digital channels used by the Marketing and Resident Experience team. Ensure digital content opportunities are identified and executed effectively.
7. Working closely with the Campaign Managers, contribute to the Marketing and Resident Experience team's campaigns, web strategy, content strategy, brand strategy and plans, and assist with the delivery of them.
8. Provide on-call support out-of-hours on a rota basis for emergency updates to the website and messages on KCC's social media channels.

Footnote: This job description is provided to assist the job holder to know what their main duties are. It may be amended from time to time without change to the level of responsibility appropriate to the grade of post.

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## Person Specification Digital Content Producer

	CRITERIA
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>Professional / undergraduate degree level qualification in an appropriate field, such as digital content production, communications or marketing.</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>Proven experience working in digital communications or creating and designing content for the public in a range of types and formats</li> <li>Extensive experience in using a range of digital tools, such as content management or digital publishing systems, social media management platforms and email marketing applications.</li> <li>Significant experience of building relationships with team members, colleagues and external stakeholders.</li> </ul>
<b>Skills and Abilities</b>	<ul style="list-style-type: none"> <li>Strong ability to craft compelling copy in the voice of the customer (VOC) / target audience and on a range of topics, proficient in using plain English and having a keen eye for detail.</li> <li>Ability to work effectively as part of a team or individually and meet tight deadlines.</li> <li>Ability to analyse user data and apply knowledge to create and improve resident experience and marketing pathways.</li> <li>Proficient in the use of MS 365 (Office) applications on PC as well as visual media creation &amp; editing software (such as Canva), social media platforms and social media management software.</li> </ul>
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>Excellent knowledge of the website content production process, user experience (UX) practices and usability principles, plain English, website accessibility, analytics, testing and performance.</li> <li>Working knowledge of data protection, accessibility and intellectual property regulations and their application to website and digital operations and an alertness to current affairs and local issues in the media and social media.</li> <li>Knowledge and experience of using digital analytics software and interpreting this data to inform content creation and UX design.</li> <li>Good working knowledge of the core principles and practices of marketing and customer experience.</li> </ul>
<b>Kent Values and Cultural Attributes</b>	<p><b>Kent Values:</b></p> <ul style="list-style-type: none"> <li>We are <b>brave</b>. We do the right thing, we accept and offer challenge</li> <li>We are <b>curious</b> to innovate and improve</li> </ul>

	<ul style="list-style-type: none"> <li>• We are <b>compassionate</b>, understanding and respectful to all</li> <li>• We are <b>strong together</b> by sharing knowledge</li> <li>• We are all <b>responsible</b> for the difference we make</li> </ul> <p>Our values enable us to build a culture that is:</p> <p><b>Flexible/agile</b> - willing to take (calculated) risks and want people that are flexible and agile</p> <p><b>Curious</b> - constantly learning and evolving</p> <p><b>Compassionate and Inclusive</b> - compassionate, understanding and respectful to all</p> <p><b>Working Together</b> - building and delivering for the best interests of Kent</p> <p><b>Empowering</b> - Our people take accountability for their decisions and actions</p> <p><b>Externally Focused</b> - Residents, families and communities at the heart of decision making</p>
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